# COURAGE IN COMMUNITY

ANNUAL REPORT 2024

# COMMUNITY CHANGE

The Protea flower, native to South Africa, symbolizes courage, diversity, and resilience.

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In many cultures, flowers have represented non-violent resistance to oppression. We draw on this tradition for our report, using the flower image as a symbol of the joy, beauty, and persistence that nourish our movement.



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# DEAR FRIENDS & COLLEAGUES,

A year ago, we hoped 2025 would be an opportunity to make progress toward our vision of economic justice and multiracial democracy. Through organizing, mobilizing voters, and pushing for reforms, we hoped to move the arc of history toward justice. But we did not take it for granted that 2025 would be our year—we knew how much people were struggling, how pervasive misinformation was, and how little it would take to tip the balance of power toward a regime that intended to break our country's fragile social contract.

So we prepared. Throughout 2024, we took stock of our strengths and vulnerabilities, and our position in the movement ecosystem, and we made strategic and difficult decisions to ensure we were on firm ground. We listened deeply to our communities, worked with partners to shore up their capacity, and redoubled our commitment to organizing and building power.

Now, we find ourselves in a world where authoritarianism is rapidly consolidating and the norms and institutions that once served to hold power in check are being dismantled before our eyes. A world where poverty is not an accident but rather the result of deliberate policy choices and rigged systems upheld by those who profit from stolen wages, stolen time, and stolen futures. In this perilous new context, where the powerful few seek to dominate and dehumanize us, Community Change does not aim to preserve the status quo, which has never worked for the most marginalized. Instead, we are working toward a vision of what could be: a vibrant and resilient democracy where everyone belongs, solidarity and collective care are the new norms, and poverty is a relic of the past.

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Community Change was founded in 1968, amidst one of the inflection points when the movement for a multiracial democracy and economic freedom met with violent opposition. We have faced attacks before—on welfare, social safety net programs, voting rights, civil rights, and immigrant rights, to name a few—and we have a history

of fighting back and winning. We are inspired by the example of our founders as well as grassroots organizers like Ruby Duncan, Johnnie Tillman, and others who, despite physical, legal, and economic threats, overcame injustice to lay the foundation for our work today. They drew courage from their communities, and from the allies who stood behind them. Today, we draw courage from the broad, diverse, and growing opposition to the Project 2025 regime. Yet we do not just resist what is; we insist on what must be.

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They drew courage from their communities, and from the allies who stood behind them.
Today, we draw courage from the broad, diverse, and growing opposition to the Project 2025 regime.

This annual report provides a snapshot of our work in 2024 to build a stronger movement for transformative change by inviting communities to organize alongside us on the issues that impact their lives. We continue to work toward an abundant and equitable future for everyone, regardless of identity or accident of birth. Project 2025 may have the backing of billionaires, but we know that real power is in the hands of ordinary people—if we organize.

Community organizing and collective action is how we will prevail in the months and years ahead, as we fight to block the worst excesses of the MAGA regime and build toward our collective vision of a strong, multiracial democracy.

In solidarity,

Luca Delis Domain Wanen

Lorella Praeli and Dorian Warren







## **WHO WE ARE**

Community Change was founded by leaders of the civil rights and labor movements, and of the war on poverty. Born into a nation in turmoil, the organization was an expression of hope and conviction that a people-powered movement could drive change from the ground up.

Today, we are building a movement with the power to abolish poverty in the United States. This goal, and our strategy to achieve it, are rooted in the mission that has guided us for over 55 years: to build the power and capacity of low-income people, especially low-income people of color, to change the policies, institutions, and conditions that affect their lives.

Our communities are under attack, and we know that resistance is not enough: We must organize with a bigger vision of justice and liberation to rebuild our country's social contract. Our focus is on building power in key areas where poverty, gender, race, and origin intersect:

child care and health justice

progressive state and local ecosystems

economic freedom

an immigrant-inclusive multiracial democracy

## **OUR APPROACH**

Abolishing poverty is possible if we organize. Together, we can create a society free from poverty that redistributes economic and political power; realizes its promise as a multiracial democracy; and fulfills its civic gospel of liberty and justice for all. Our approach is rooted in our belief in the power of an organized base, strong grassroots organizations, and effective campaigns to change what seems impossible.

Read on to see what this looked like in 2024.



# **AN ORGANIZED BASE**

We organize and build power with and for people who are directly affected by poverty and its interlocking conditions, particularly Black, Latino, Asian American and Pacific Islander (AAPI), Native, immigrant, and other communities of color. We support the base-building work of our grassroots partners, while also bringing people into direct relationship with Community Change in an expanding base of people with a direct stake in the outcome of our campaigns.

We joined SPACES in Action for the "People's Prom" to demand that billionaires pay their fair share and stop exploiting our communities.

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#### → A Growing Movement To Make Care Work Visible

Our third-annual Day Without Child Care in May 2024 was one of the biggest showings of childcare organizing in the past 50 years. On this signature day of action, 86 events took place across the country, more than 13,000 new people joined the movement, and thousands of providers who are at the heart of this fight pledged to take action to shine a spotlight on the childcare crisis. Day Without Child Care has grown rapidly year over year, thanks to the work of our Childcare Changemakers, a movement of over 60,000 providers, parents, and grassroots organizers, as well as the work of base-building powerhouses like Ohio Organizing Collaborative, which helped organize 250 child care center closures across the state for the day and brought 350 parents, kids, and providers to Columbus to flood the state capitol.

Building on the energy of Day Without Child Care, in October Community Change Action mobilized our Changemaker leaders to hold a National Child Care Day of Action, with 40 events across the country reaching friends, family members, and neighbors within key electoral communities. The day of action raised the prominence of care as an election issue nationally, and our Changemakers' voter mobilization efforts increased turnout among childcare providers and strengthened the position of childcare-friendly policymakers in places like Minnesota, Oregon, Ohio, and Maine.

#### + Trusted Messengers Cut Through the Noise

Every powerful people's movement has been built by engaging networks of friends and family to take collective action. Building on this practice, since 2018 Community Change Action has honed relational organizing tools and tactics to increase and mobilize people power at the ballot box. Our model creates digital communities; cultivates leaders; and reaches friends and family members who are politically invisible to the traditional campaign apparatus. And it works. In 2024, voters reached via relational organizing, the majority of whom were people of color, turned out at 78% and overperformed the Catalist turnout model by +4.8%. This ground-breaking program has changed how the progressive ecosystem approaches political field programs. Relational voter contact is now considered a key layer alongside canvass, mail, SMS, and phones.

#### New Approaches to Building Base

We focus on organizing and base building throughout our and our partners' work, and are alert to new opportunities to bring people into collective power. For example, to inform our health justice work, in 2024 we conducted a series of "Ideas Labs" to elicit ideas for dismantling systemic racism in healthcare systems. The Ideas Labs provided a platform for community members to share their experiences with the healthcare system and their ideas for improving it. They have also proven to be powerful organizing opportunities that have allowed us to identify a significant base of people from low-income communities of color who are eager to fight for change. Reaching this community through Ideas Labs has helped lay the foundation for our emerging "Medicaid Union" and our 2025 safety net defense campaign.



# STRONG GRASSROOTS ORGANIZATIONS

We collaborate with and build capacity of local grassroots organizations that provide the infrastructure for movement building. We aim to grow a community of partners, including a tight-knit web of groups that are bound together by common goals, a shared theory of change, and collective ownership of actions and outcomes.

Ohio Organizing Collaborative works to make access to child care affordable for parents while ensuring providers are not shouldering the cost of providing care. Recently, they've expanded their work to include organizing doulas and other birth justice workers to fight for thriving wages and support for certifications and training.

#### + Skills Training For a Strong Movement

We provide one-on-one as well as group training to partner staff, organizers, and grassroots leaders to increase capacity, build base and power, and address systemic challenges to organizer recruitment, training, and retention. In 2024 we provided Lead Organizer Training, Strategic Campaigns workshops, and electoral and compliance training, among other skills. One of our flagship trainings is the Power 50 program, which provides women-of-color movement leaders with training that addresses systemic oppression and internalized racism and sexism. Power 50's fifth cohort included 16 participants, including nonprofit executive directors, organizing directors, and lead organizers, who were selected for their exceptional leadership skills, innovative ideas, and dedication to creating lasting change. As the backlash against diversity, equity, and inclusion grows, Community Change is committed to supporting the leadership of women of color, who work at the center of intersecting oppressions.

Members of Power 50's fifth cohort at their closing retreat in Pennsylvania.





#### → Building Progressive Networks Within States

Local organizations, like individuals, can wield more power when they work together in common cause. Like individuals, however, they are often isolated from each other, competing for scarce resources. Community Change brings groups into creative relationships within key states to collaborate and achieve collective power. For example, in 2024 we launched the Colorado Base Building Collaborative with Center for Health Progress, Together Colorado, and United for a New Economy to build the scale and pace of base building necessary to bring our communities to the negotiating table. We also leveraged campaigns on guaranteed income, tax reform, and health equity to strengthen Colorado's organizing ecosystem through the Denver Guaranteed Income campaign, which doubled the membership of Colorado Cross-Disability Coalition. These projects have multiplied the power of the participating groups, allowing them to mobilize their bases to lead state- and federal-level safety net defense work in 2025.



Colorado Cross-Disability Coalition led the 2024 Denver Guaranteed Income Rally to advocate for additional funding of the Denver Basic Income Project.

In Illinois, we brought our partners Equity and Transformation, the Illinois Coalition for Immigrant and Refugee Rights, and Workers Center for Racial Justice into a joint effort to make the case for continued funding of a guaranteed income program for low-income and immigrant families in Chicago. By strengthening relationships among these groups and focusing on a shared objective, we have set the stage for a long-term collaborative campaign to pursue statewide economic freedom goals and launch organizing experiments focused on people who participated in guaranteed income pilot programs.

#### → Partner Collaboration Across Geographies

We strengthen people power by bringing issue-based grassroots partners from different states together to collaborate, learn from each other, and develop shared visions and strategies across geographic and demographic divides. For example, our childcare cohort includes 21 partners and our guaranteed income cohort grew to 12 partners in 2024. In May 2024, Community Change brought together 16 organizations, primarily rooted in communities of color, to co-create a bold vision for an anti-racist health system informed by people who rely on public health care programs. This work, which complements our health care organizing projects in 24 states, has laid the foundation for our Medicaid defense work in 2025.



# POWERFUL CAMPAIGNS

We exercise power through campaigns to change policies and institutions, and improve people's lives. Whether they win or lose, campaigns test and strengthen a movement's ability to achieve purpose in the long run. The following are just a few examples of campaigns Community Change and our partners won or advanced in 2024 that will bring material benefits to our communities.

U.S. Representative Rashida Tlaib (MI-12) and other Michigan elected officials joined the launch of the Taking Back Our Power campaign.

#### → New Mexico

Somos Un Pueblo Unido led a successful effort to create a state fund that provides cash stipends of up to \$1,000 per month to low-income workers—regardless of immigration status—enrolled in adult education and workforce training programs. The fund, approved in the final hour of the 2024 legislative session, is among the first of its kind in the nation. It is part of a comprehensive strategy designed by Somos members to provide support for immigrant workers in the state's oil and gas industry whose jobs are at risk in the transition from carbon fuels to renewable energy.

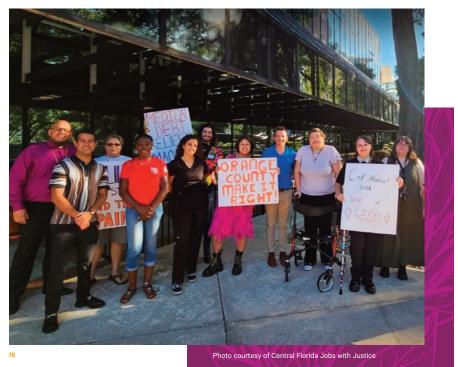
#### + Florida

Central Florida Jobs with Justice won a campaign that secured \$4.5 million in federal relief funding to eliminate medical debt for around 100,000 residents.

Central Florida Jobs with Justice used this campaign as a base-building foundation for their push to win Medicaid expansion in Florida.

Community leaders, medical providers, and impacted residents make the case for medical debt relief in Florida.







#### → Washington, DC

After funding for the childcare Pay Equity Fund was cut from the mayor's budget, SPACES in Action pushed the city council to put it back in. \$70 million was restored to the fund, a first-in-the-nation initiative that provides improved compensation to the childcare workforce, and the city council approved a new competitive pay scale for early childhood educators.

#### + Michigan

In February 2024, we launched Taking Back Our Power, a campaign to rein in the political influence of corporations and government contractors and increase the power of working people in Michigan. Working with Black-led partner groups including Michigan People's Campaign, Detroit Action, MOSES Action, and Emergent Justice, as well as national allies, we raised awareness of pay-to-play practices and built broad bipartisan support for reducing corporate political spending. Over the course of the year, we made the political spending of utilities a major bipartisan issue. The number of elected officials who signed on to the campaign's proposal grew from six to 27, and an overwhelming percentage of Michiganders from across the political spectrum expressed support for this growing campaign.

Childcare advocates rally in support of fair compensation for providers.



#### **2024 ELECTIONS**

While Election Day made it clear that we need a much bigger movement to defeat authoritarianism in the United States, Community Change Action's program worked nimbly to both mobilize and persuade voters—filling gaps by layering phone, canvass, mail, and direct voter contact programs with relational voter contact and organic digital content. We started by listening, identifying the issues that matter most to communities and only then connecting those issues to candidates and elections. The political field investments we made in 2024 are fueling our issue-advocacy work in 2025, and our experimentation with hyper-relational and hyper-local tactics has sharpened our scalable model for future cycles.

In 2024 Community Change Action, Community Change Voters, and local partners with statewide programs in Arizona, Georgia, Michigan, Nevada, and Wisconsin set out to have conversations with 2 million potential voters. We exceeded that target by nearly 25%, reaching close to 2.5 million people who hold the most game-changing potential in our country: hard-to-reach and hard-to-find people of color who are too often ignored by traditional political campaigns. By layering multiple contact methods, Black, Latino, AAPI, Native, immigrant, and other people of color in our program turned out to vote at higher rates than predicted by election models. And our program didn't stop there. We continued to bring the fundamentals of organizing to rising digital spaces, fueling a creator cadre to organically flood the narrative infrastructure with over 15 million views and nearly 1 million engagements that highlighted our issues areas and connected them to the ballot box. While some of our creators were already active in political content creation, many had never been engaged in this type of conversation—bringing new, often hard-to-reach audiences into our democratic conversation.

Our civic engagement work is not limited to election-year cycles—we organize and build base year-round, connecting our issues to elections and bringing people into their power. Economic freedom and a vibrant multi-racial democracy are inextricably linked—and organizing is the path to a fusion coalition. Our voter contact programs build the long-term capacity of our grassroots partners, create digital infrastructure beyond individual election cycles, and develop pathways to allow voters to find their political home, step more fully into civic life, and overcome the cynicism and isolation that feed authoritarianism.

Together with our partners PLAN Action and Make the Road Nevada Action, we kicked off early voting with actors/producers Justina Machado and Gina Torres, along with Illinois Governor JB Pritzker, at a Yes On 6 block party in Las Vegas organized by Nevadans for Reproductive Freedom.





# BUILDING MOVEMENT CAPACITY

To support the community that gives us courage, we establish and sustain relationships among individuals, grassroots and national groups, and decision makers; we experiment with communication approaches, meeting people of all backgrounds where they are; and we provide essential services as a fiscal sponsor to emerging groups and projects that fill movement gaps.

Guaranteed income leaders, advocates, and innovators at the Guaranteed Income Now conference in Detroit.

#### **HIGHLIGHTS**

**1st**of its kind Al chatbot specifically for community organizing

multimedia pieces published by our ChangeWire Fellows

15 million views of our digital creator program videos on social media



▲ Photo courtesy of Ryze Hendricks

Social media creator Ryze Hendricks, a parent, created an original rap video on the need for government support for affordable care and good jobs.

#### → Al for the Movement

Community Change Action collaborated with Change Agent Al to launch a first-of-its-kind private large language model artificial intelligence (Al) chatbot developed to strengthen community and grassroots organizing. Called Change Agent, the Al chatbot provides rapid content generation, qualitative data analysis, translation into 23 languages and dialects, code generation, and strategic guidance. It serves as a valuable resource not only for our staff but also for our grassroots partners, enhancing their ability to develop effective campaigns, craft compelling narratives, and mobilize communities around shared values. The partnership between Community Change Action and Change Agent Al has two overarching goals: to develop and maintain a "language model for the movement" that reflects a progressive worldview and can be leveraged through a chatbot; and to build power and advance Al literacy so that progressive organizers can leverage and inform Al advancements with a tool that is of, by, and for movement practitioners.

#### Stories From the Ground Up

To expand our movement's collective reach and shift expectations of what's possible, we provide a platform and megaphone for people to make their voices heard on what it means to live in poverty or experience the barriers of race and gender through storytelling and digital media outreach. In 2024, our ChangeWire Fellows published 55 multimedia pieces, and our digital creator program earned over 15 million views from 250 videos on TikTok, Instagram, and YouTube.

#### Making Space for Collaboration

We bring people into shared spaces to discuss issues and strategies, address common problems, and build solidarity. In June 2024, Community Change and the Economic Security Project convened over 300 advocates, organizers, public officials, researchers, journalists, and others in Detroit to discuss the growing power of the guaranteed income movement and its potential to reduce poverty, especially racialized and gendered poverty. In the same month, Community Change, National Women's Law Center, and Open Markets Institute co-hosted an event called "Children Before Profits" in Washington, DC, to spotlight the threat that private equity poses to the childcare sector, as well as approaches to protect public resources for community-based care services.

#### A Movement Home for New Organizations

Community Change has long been a home for emerging organizations, issue campaigns, and research projects. We build and strengthen movement infrastructure, and we support the broader national movement by creating space for learning, coordination, and innovation. In 2024, we served as fiscal sponsor—providing administrative, grant, and strategic support—to 15 highly diverse projects. For example:

United Today, Stronger Tomorrow organizes in diverse communities, finding common ground across the political spectrum to hold decision makers accountable for what communities need

Another project, **Movement Talent**, takes a holistic, collaborative approach to supporting job seekers and building capacity for social justice organizations in the United States through every phase of recruitment and hiring.

Another, **The Maven Collaborative**, focuses on improving the economic well-being of Black women, the cornerstone of our economy and democracy, as a way to improve economic equity for all.

In 2024, The Maven Collaborative hosted their inaugural DREAM Retreat, an intimate gathering where a diverse and visionary group of 24 Black women were given the space and support to imagine an economy and society that works for them.





Photo courtesy of Bethanie Hines



**DONORS** Gifts of every level fuel our movement, and we appreciate everyone who contributed. This list represents supporters who nave over 9950 in enlanger was 9961 to appreciate everyone. who gave over \$250 in calendar year 2024 to our 501(c)(3), Community Change. We are also grateful to our anonymous donors and those who contributed to our 501(c)(4), Community Change Action.

**Individuals** Aaron Dorfman & Geneen Massev Amv Merrill Amy Vruno Angela Hillsman Angela Jorgensen Ann Warner Anderson Anne Dalton Arlene Holt Baker & Willie Baker Arthur Lipson & Rochelle Kaplan Becky Waserman & Carlos Jimenez Betty Miller & David Gootnick Bonnie Glickman & Sam Frank Carl Zimm Catherine Nied Chris Hughes & Sean Eldridge Christina Green Daniel L. Altschuler Daniel Lee David Bogojevich

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Eliza Leighton Ellen Lafler Emory & Jeff Oedina George Bo-Linn Georgie Philip Gerrish & Gail Milliken Greg & Maria Jobin-Leeds Hai Binh Nguyen & Eric Shih

Hal Logan Hannah L. Kranzberg

#### **Organizations**

AFL-CIO

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Robert Wood Johnson Foundation Rockefeller Brothers Fund

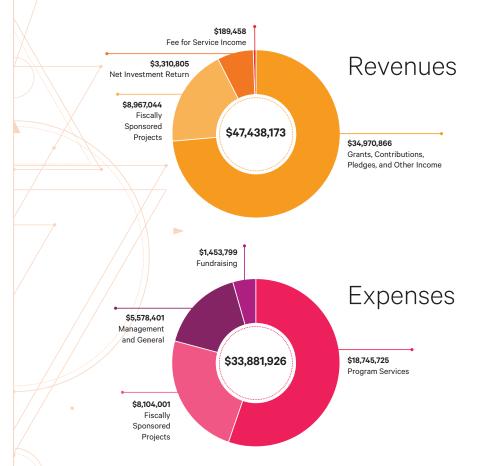
Solidarity Giving

Unitarian Universalist Veatch Program at Shelter Rock

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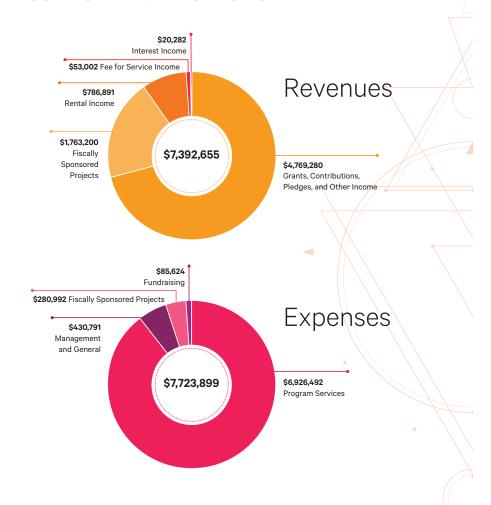
WhyNot Initiative

#### **COMMUNITY CHANGE**



This visual represents the finances of our 501(c)(3), Community Change, in fiscal year 2024 (October 1, 2023 - September 30, 2024).

#### **COMMUNITY CHANGE ACTION**



This visual represents the finances of our 501(c)(4), Community Change Action, in fiscal year 2024 (October 1, 2023 - September 30, 2024).



# COMMUNITY CHANGE STAFF

We are proud to say that members of our staff are represented by the Nonprofit Employees Professional Union (NPEU) under the International Federation of Professional and Technical Engineers, Local 70 (IFPTE Local 70).



86 Staff People

Community Change staff celebrate a successful Guaranteed Income Now convening.

# **COMMUNITY CHANGE**

Lorella Praeli\*

Unitarian Universalist Church

Center for Reproductive Rights

Julia Taylor Kennedy\*

Senior Director

Dorian Warren\*

Community Change

Co-President

Minister



Muneer Ahmad\*

Sol Goldman Clinical Professor of Law and Deputy Dean for Experiential Education Yale Law School

Roxanne Brown\*

Int'l Vice President at Large United Steelworkers

James Cadogan

Executive Director, National Basketball Social Justice Coalition NRA

Christina M. Green

Professor Fordham University

Crystal Hayling

Retired Executive Director The Libra Foundation

Donna Katzin

Founding and Former Executive Director Shared Interest

Daniel Lee

Director of Philanthropic Transformation Solidaire Network

Renay Loper

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Associate Professor, Co-Director, Cornell Center for Health Equity Cornell University

Kiisha Morrow

Chief People and Culture Officer Doris Duke Foundation

\*Executive Committee member

17 Directors

Becky Wasserman\*

Co-President Director of Government Relations Community Change SEIU

Rev. Robin Tanner Sherece West-Scantlebury\*

President & CEO

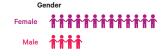
Winthrop Rockefeller Foundation

Dianne Yamashiro-Omi

Retired Program Manager for Equity & Diversity California Endowment

The Community Change and Community Change Action boards reflect the breadth of experiences and viewpoints of our movement. They are majority people of color and led by two women of color.

#### **BOARD DEMOGRAPHICS**



#### Race/Ethnicity



#### **COMMUNITY CHANGE ACTION BOARD OF DIRECTORS**



**BOARD DEMOGRAPHICS** 

Race/Ethnicity

Black/African American

Jeff Berman

Partner Clifford Chance US LLP

Kelly Brown

CEO

Viewpoint Consulting

Lisa García Bedolla\*

Vice Provost of Graduate Studies, Dean of the Graduate Division

and Professor University of California, Berkeley

Arlene Holt Baker

Retired Executive Vice-President

AFL-CIO

Hal Logan

President and CEO Third Set Partners, LLC

Judy Patrick

Consultant

Retired CEO

The Women's Foundation of California

Lorella Praeli\*

Co-President

Community Change Action

Jessie Ulibarri

Former Co-Executive Director State Innovation Exchange (SIX)

Stephanie Valencia

President EquisLab

Dorian Warren\*

Co-President

Community Change Action



\*Executive Committee member

